
1H 2015
Presentation



New Generation Banking



Aktif Bank at a Glance

Aktif Bank-The Biggest Privately Owned Investment Bank of Turkey

- ❑ Aktif Bank with its '**New Generation Banking**' concept achieved to be a **platform** integrated to **thousands of customer touch points** in which **financial & non-financial products** are being served
- ❑ The Bank **invested in various lines of retail sector** and achieved remarkable growth rates

- ❑ **99 folds asset growth** since 2007
(Asset Size= 2007: TL 67 Mn, 2015 Q1: TL 6.5 Bn)
- ❑ Despite ongoing investments, **strong revenue generation & above sector profitability ratios**
- ❑ Unrivalled strategic positioning thanks to **investments in diversified and complementary businesses** in various retail based sectors
- ❑ **Branchless** but the widest distribution network – **16.1 K customer touch points**
- ❑ **Significant exclusivities** in areas like transportation, sports & entertainment, insurance, N'Kolay Points and cash registry business
- ❑ **71 international reputable awards** in last four years for its innovative products, channels and solutions

16.1 K
Customer Touch
Points

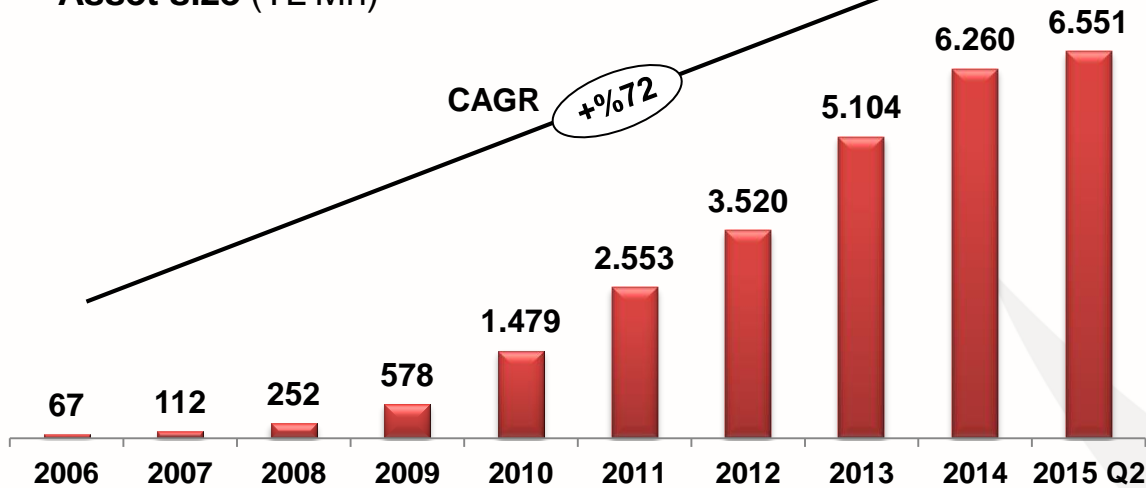
TL 6.5 Bn
Total Assets

73
International Awards
in 4 Years

Solid Balance Sheet Growth...

Heavy investments on human capital & technology

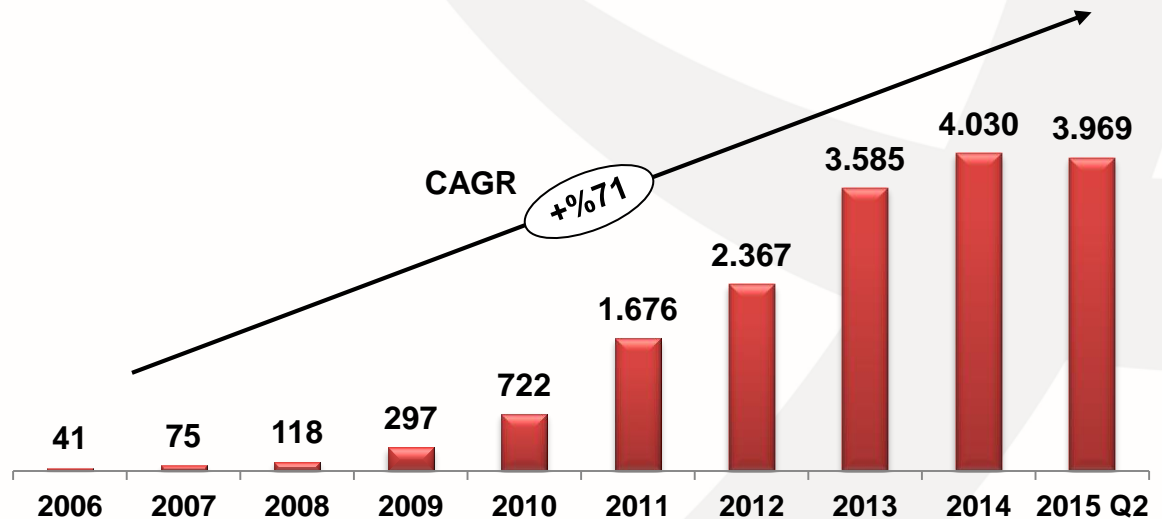
Asset size (TL Mn)



Asset size grew **98 times**
from 2006 to 2015Q2 !

Climbed to **23rd place** in
terms of asset size from
42nd just in 8 years!

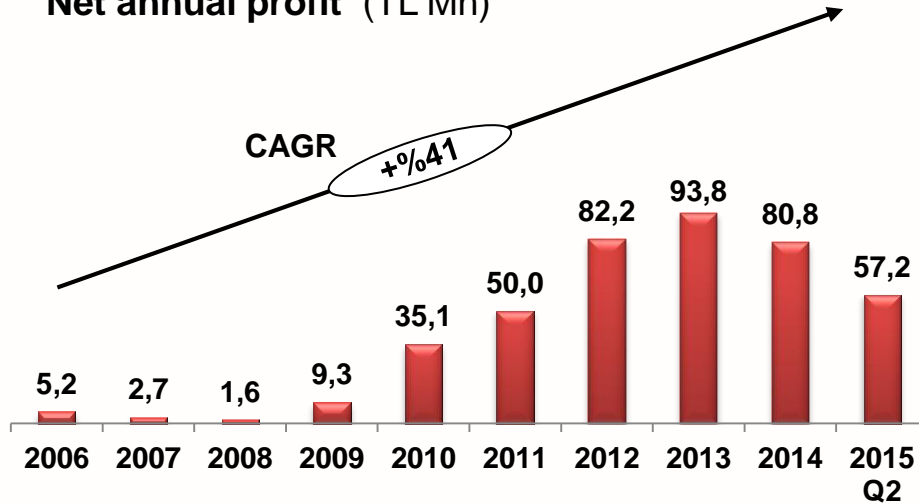
Total Loans (TL Mn)



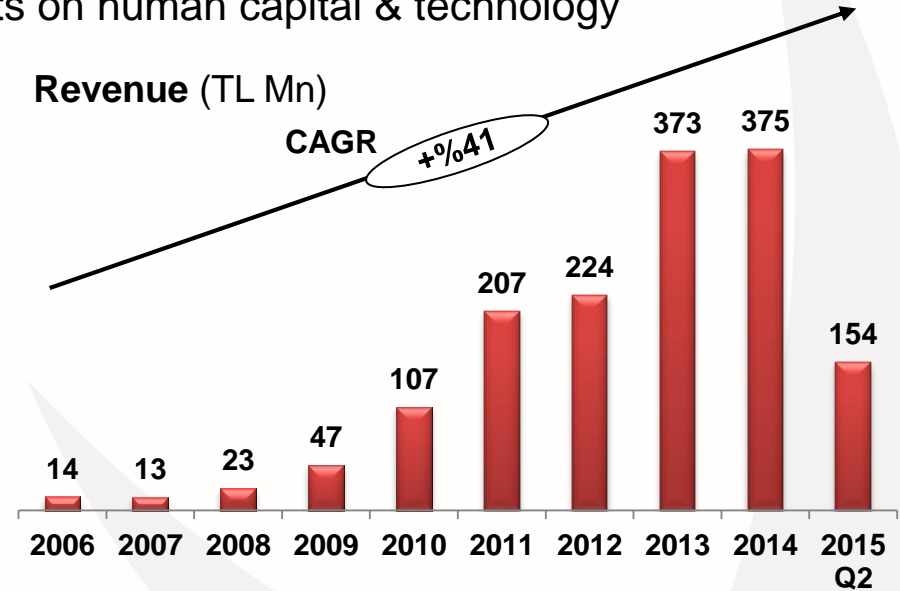
...Without Sacrificing from the Profitability

High profitability despite continuous investments on human capital & technology

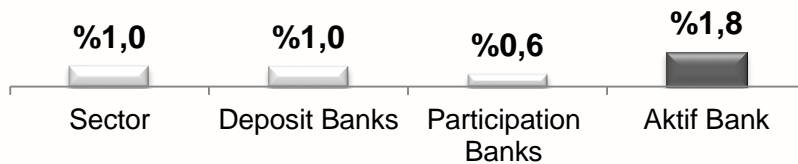
Net annual profit (TL Mn)



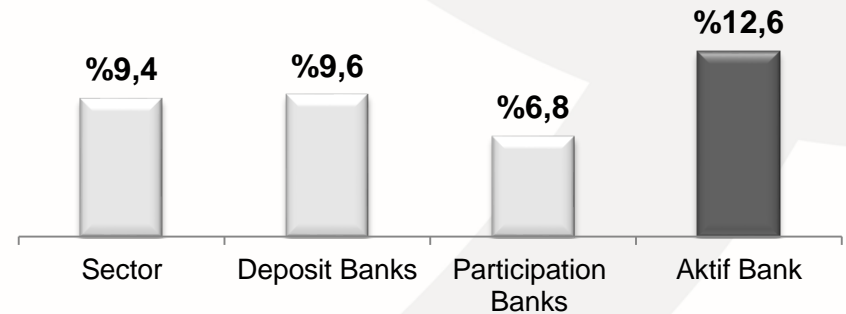
Revenue (TL Mn)



ROAA (2015 Q2*)



ROAE (2015 Q2*)



Aktif Bank Became a Retail Platform

Aktif Bank's investments in lucrative sectors & unrivaled subsidiary portfolio made the Bank a true retail platform



The Businesses in Aktif Bank's Domain

Aktif Bank Raises Required Funds for Growth with its Branchless & Unique Model



Bank Bonds



Asset Backed Securities

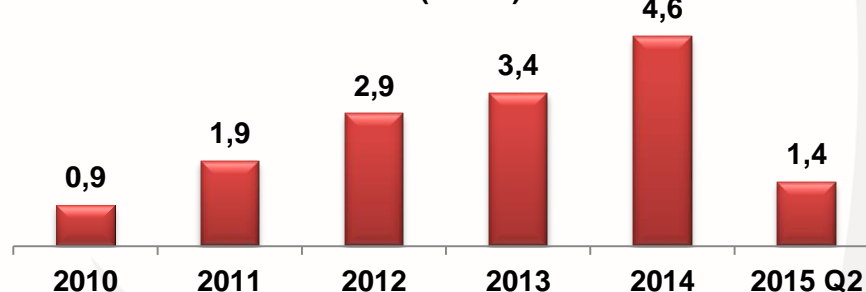


Islamic Products

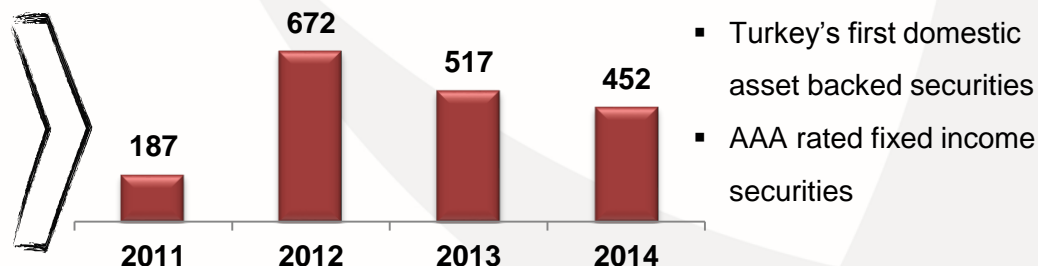
Channel /Customer

- Pension Funds
- Asset Management Companies
- Qualified Investors
- Banks
- Direct Sales

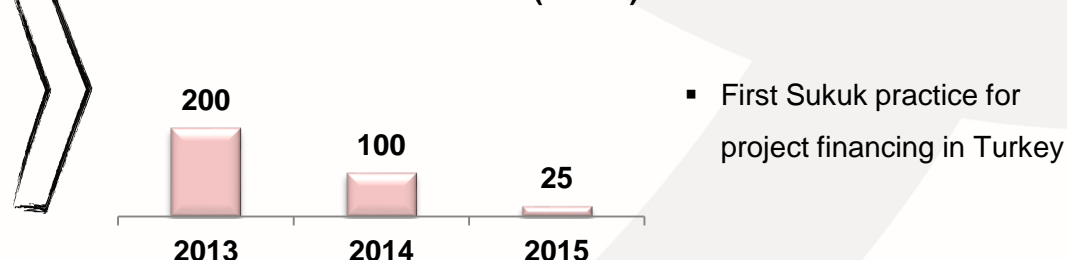
Total amount of issued bonds (TL Bn)



Total amount of issued ABS (TL Mn)



Total amount of issued Sukuk (TL Mn)



Consumer Finance Business is also Driven by Aktif Bank

With its branchless & unique model Aktif Bank is the 14th largest bank in consumer loans market and the market leader in consumer finance operations

- **General purpose loans from PTT since 2010**
 - **375K loan** disbursements through PTT since 2013 (103K in 2014)
 - Competitors Denizbank, ING, Vakıfbank, TEB, Odeabank
 - Aktif Bank's disbursements in PTT corresponds to **59%** market share in 2015 Q2 (70% in 2013)
- **Loan disbursement since 2009 through white appliance & furniture dealers**
 - Dealer loans are offered to individuals through mass retailers by bundling the loan with the product
 - Gained momentum after amendments in consumer law against installments by credit cards effective from Feb. 2014
 - **3.554 dealers**
 - Cooperation with largest mass retailers of Turkish market



The Businesses in Subsidiaries' Domain

E-Kent is the Biggest Systems Integrator in the Region



E-Kent Provides Transportation Infrastructure Services Throughout Turkey

*Serves a population
of 50 Million*

**33 locations including
Ankara, Bursa,
Gaziantep & Kayseri**



Major revenue streams through;

- city card sales
- transaction commissions

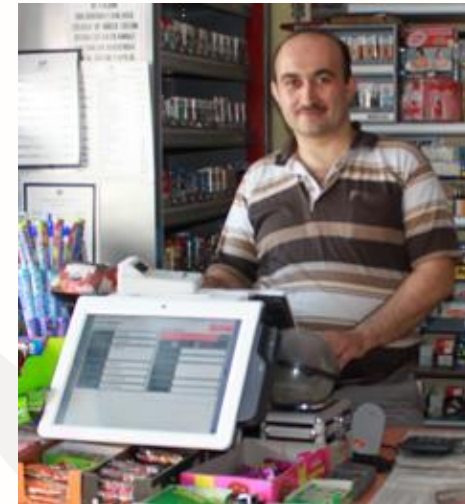


Additionally E-Kent is the **systems integrator of Turkish Football Federation's E-ticket project**. The company succeeded to integrate the e-ticket stadium entrance & surveillance systems in a very limited time horizon with a great success and appreciated by all related parties of the project



Back Streets are Occupied by N Kolay Points

N Kolay Points are located in small groceries and petrol stations with 'shop in shop' concept – corner version of distribution strategy



*Presence in every city
in Turkey w/ 5,500
points*

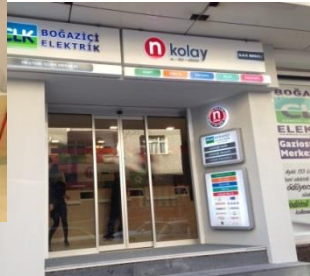
*2.5 Mn monthly
transactions*

'Award winning distribution strategy'



N Kolay Stores - High Street Presence Strategy of Aktif Bank

Store Version of N Kolay Points



Invoice Payment

Transportation Top-up

Money Transfer

Flight / Bus/ Ferry Ticket

Football Ticket

Insurance

GSM Top-up

Catalogue Sales

- N Kolay shops exist on **busy, commercial sections of the towns** and **already have a customer traffic** with regard to bill payments
- N Kolay stores already had **64 Mn bill payment collections since 2014** and this potential is being **supplemented by other products served by N Kolay terminals**

Sigortayeri is the Solution for the Distribution Bottleneck in Insurance Sector



Sigortacılık aslında bildiğin gibi değil!
Yeni nesil sigortacılık deneyimiyle tanışın.
Teknolojik ve yenilikçi yaklaşımımızla, sigortacılıkla ilgili her türlü ihtiyacınızı sizden önce düşünerek hızlı çözüm sağlamak için varız.

SIGORTAYERİ GARANTİ EDER
%100
MÜŞTERİ MEMNUNİYETİ

Ürünlerimiz
Yatırım ve İhtiyaçınıza Göre Sigortayı Seçin

- KASKO
- TRAFİK
- SAĞLIK
- DASK
- KONUT
- FERDİ KAZA
- SEYAHAT

HIZLI TEKLİF ALIN

Sigorta Ürünü: Kasko Araç Kime Ait: Benim Aracım T.C. Kimlik No: Plaka: ORN 34SY23 Teklif Al

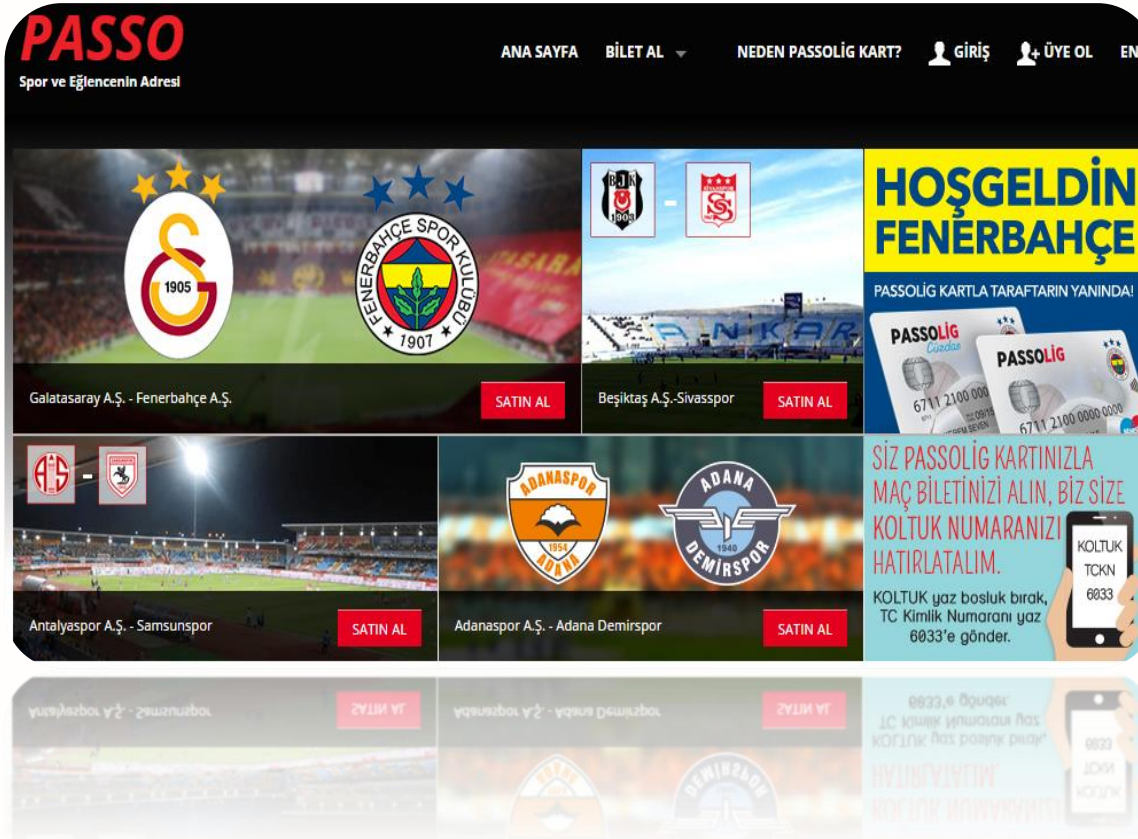
Sizi Arayalım

**414 K policies
sold in 2014**

**53 K policies
sold in 2015Q2**

- Sigortayeri sells policies of more than **22 insurance companies** with **price comparison** tools through;
 - **Digital Channels**
 - **Sigortayeri.com**, renovated website launched in Sep. 14
 - **Mobile App** launched in February 2015
 - **Physical Channels**
 - PTT branches, partner dealers (such as Arçelik, Vestel, BSH, Bellona, Kelebek), N Kolay Points and Stores etc.
 - **Telemarketing & Call Center**
 - **SMS (3950):** The only one who can make offers only through SMS's
- Provides **real customer value in insurance sector** because;
 - Enables **best price & comparison** mechanisms
 - Serves **the most convenient** distribution network
 - Maximizes customer satisfaction by being the **single direct contact for the customer** and takes care of customer needs

Passo Becomes Ticketing Platform of Turkey



Passo.com.tr being the **emerging**
leading sports & entertainment
ticketing platform of Turkey is being run
by an affiliate of Aktif Bank, Asset A.Ş.

**2,5 Mn ticketing
annually**

**431K ticket sold
during the 2nd quarter
2015**

- Exclusive provider of ticketing services of Turkish Super League & Turkish First Division
- Merchandising, marketing operations will be other income sources

Passolig Programme is an Emerging Brand in Cards Market

Aktif Bank, being the exclusive provider of Turkish Football Leagues' e-ticketing and loyalty programs introduced its card programs in April 2014

**1 Million+
Card Sold**

- Credit Card
- Prepaid Card
- Debit Card



Other programmes

Cash advance

Loyalty

Installments

Campaigns

Unique exclusivities

Access to stadiums

Use in public transportation

Sport and event tickets
in the card

**The most exclusive
card programme**



PAVO Operates in a High Potential Market with a Strong Partner



Pavo A.Ş. (which is exclusive partner of Ingenico and has %60 market share in Turkish POS devices market) aims to be major market player

In addition to the potential of cash registry market, **PAVO will be serving Value Added Services** through thousands of merchants such as transportation top-up, bill payments, ticket sales etc.

**Fastest
Easiest
Lightest**



ingenico
GROUP

ingenico

aktifbank
Local, Global

New Generation Banking

UPT is the First Global Money Transfer Brand of Turkey



UPT – ‘Ucuz Para Transferi’ (Cheap Payment Transfer – Turkish Brand)

- Through PTT branches
- N Kolay Points & Stores

**520 K Domestic
Transfers in 2014**

**279 K Domestic
Transfers in 2015Q2**

UPT – ‘Universal Payment Transfers’ International Brand

- Global coverage, 500K points
- 6 Money Post Offices

**163 K International
Transfers in 2014**

**164 K International
Transfers in 2015Q2**



***The business has ben carved out from
Aktif Bank and established as a
separate subsidiary in June 2014***

Shoop provides innovative software solutions in various business lines

shoop

StoreFlow



- In-store analytics & reports
- Proximity marketing solutions

Smart Pass & Smart Navigation



- Mobile pass technology
- Mobile indoor navigation

Parkme Mobile Application



- Shows empty park spaces
- Navigate users to empty places

Museums & Galleries



- Media rich & audio tours
- Interior & public space navigation (using Beacon technology)

Inventory Tracking System



- Track goods in storages

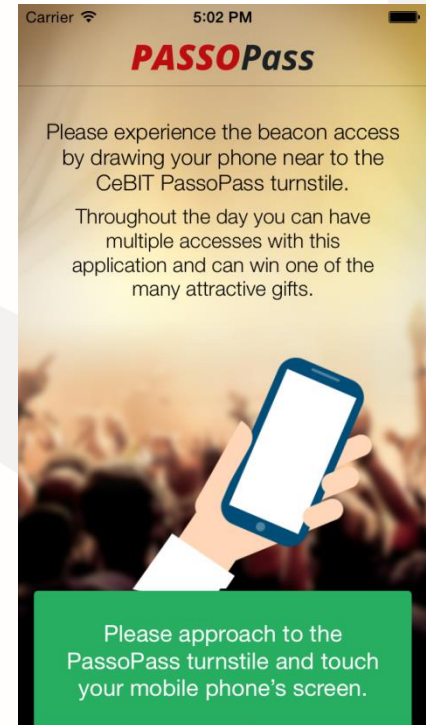
Lost Item Tracker



- Find your personal lost items



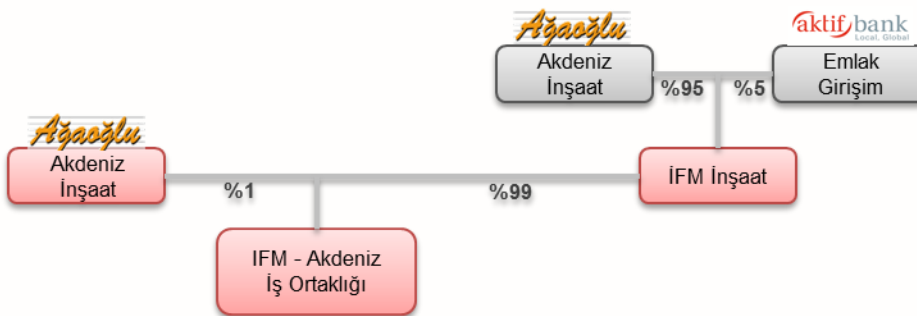
*Established as a startup
company in September 2014*



IFC (Istanbul Finance Center)



- Direct financing model for cash and non-cash needs of the project before the self-financing of sales
- Required funds are provided for project company «İFM A.Ş.» as a subsidiary company of Emlak Girişim A.Ş.



SUKUK	1st Issuance	2nd Issuance	3rd Issuance
Amount (TL)	100 Mn	100 Mn	100 Mn
Issuance Date	May'13	Nov.'13	Sep.'14
Reimbursement Date	May'14	Nov.'14	Sep.'15
Interest rate	8.78%	13.12%	12.70%
Coupon	On term	6 month	6 month

Distribution Network & Exclusivities

Aktif Bank has Built Significant Entry Barriers for Potential Competitors through Widespread Network and Exclusivities in Lucrative Areas

Distribution

	Dec. 2014		2015Q2
PTT Branches	4.761	➔	4.714
N'Kolay Points	4.775	➔	5.272
Dealers	2.878	➔	3.554
E-Kent Points	2.000	➔	2.195
N-Kolay Stores	346	➔	388
Branches	8	➔	8
Money Post Offices	6	➔	6
Total	14.774	➔	16.137

Total # of Bank Branches in Turkey	11.236
Ziraat Bankası ⁽¹⁾ Total # of Branches	1.726

Exclusivities

- An average of 6 years exclusive transportation infrastructure administration rights in 19 cities out of which 6 are big city municipalities
 - Latest additions: Ankara, Kahramanmaraş & Bolu
- Exclusivity of being authorized insurance agency of PTT for 5 years
- Exclusive rights of Turkish Football Leagues' ticketing, card & loyalty management services for 10 years
- 5 years of exclusive rights from Petrol Ofisi & other Aktif Nokta dealers
- Patent rights in Turkey & Austria are acquired for N Kolay terminals

Thank You !

New Generation Banking